

Message Text

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53

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

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R 121534Z JUN 75

FM AMEMBASSY THE HAGUE

TO AMEMBASSY PARIS

INFO USDOC WASHDC

SECSTATE WASHDC 6095

UNCLAS THE HAGUE 3009

E.O. 11652: N/A

TAGS: BEXP, EAIR, NL

SUBJECT: PARIS AIR SHOW (PAS), POST PROMOTION EFFORTS.

REF: PARIS 13044

1. AS REQUESTED REFTEL, THERE FOLLOWS SUMMARY OF OUR ACTIVITIES IN SUPPORT OF SUBJECT EVENT: WE EXERTED CONSIDERABLE EFFORT OVER PAST TWO MONTHS ON BEHALF PROMOTION IN NETHERLANDS OF U.S. PAVILION AT PAS. THIS BEGAN WITH REVIEW OF YOUR COMPUTER PRINT OUT OF DUTCH END USERS AND POTENTIAL REPS. SUPPLEMENTING THAT LIST, WE IDENTIFIED ALMOST 100 ADDITIONAL END USERS, REPS GOVERNMENT OFFICIALS, ETC, WHOM WE SENT PAMPHLETS AND INVITATION LETTERS REQUESTED FROM AND SUPPLIED BY YOU.

2. EMBASSY SET UP AND SUPPORTED BLUE RIBBON CALLS BY DMA HUMBERT WITH KEY DUTCH AEROSPACE MANUFACTURERS AND IMPORTERS.

3. EMBASSY PUBLISHED ARTICLE ON U.S. PAVILION AT PAS IN APRIL COMMERCIAL NEWSLETTER. USIS INFORMED DUTCH PRESS OF DUTCH NATIONAL DAY RECEPTION AT U.S. PVILION, AND OF OTHER U.S. EVENTS.

4. EMBASSY PREPARED MASTER INVITATION LIST FOR AMBASSADOR'S DUTCH NATIONAL DAY RECEPTION AT U.S. PVILION, JUNE 5,
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MAILED OUT OVER 200 INVITATIONS, AND FOR THOSE ACCEPTING,

SENT ADDITIONAL PROMOTIONAL MATERIAL WHICH YOU HAD SUPPLIED.
FNALLY, WE GAVE PRATT WHITNEY LIST OF KEY NAMES FOR
THEIR USE IN PREPARING THEIR LUNCHOEN FOLLOWING AMBASSADOR'S
RECEPTION.
GOULD

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NNN

Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
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